

TradeAlert

August 10, 2010

Largest U.S. Export Conference Set for October 24-27, 2010

The International DEC Conference will be held both in Detroit and Windsor, Canada October 24 – 27, 2010 and will be North America's largest export conference in 2010. World-class speakers include high level government officials, think tanks and top executives from companies such as Google, Wal-Mart, Pixar Animation, the CATO Institute and many others. The Conference features unrivaled networking opportunities, dozens of trade service providers' exhibitor tables, opportunities for new and experienced exporters and great conference hotel rates.

Please visit www.deconference.com for details of the Conference including a taped invitation from U.S. Commerce Secretary, Gary Locke.

Being an SME 'Model' Could Yield Big Rewards

The Asian Development Bank, along with other international finance institutions, is supporting a G-20 search for the best models for public-private partnerships that catalyze financing for small and medium enterprises. Fifteen (15) winners will be selected and recognized at the G-20 Summit in Korea in November 2010. The winners will then be connected to donors and investors at an SME conference in Germany. Read the full story: The G-20 SME Finance Challenge | Changemakers

<http://www.changemakers.com/SME-Finance>. U.S. firms are encouraged to contact: the U.S. Commercial Service Liaison Office for ADB (email: office.manilaADB@trade.gov; tel: (632) 887 1345/46; website: www.buyusa.gov/adb) to learn about how they can participate in ADB projects.

Chinese Court Says No to "Harley Davidson in Chinese Characters"

The Beijing High-Level People's Court recently affirmed a lower-court decision finding trademark infringements and acts of unfair competition in respect of the unregistered Chinese character trademark "Ha Lei". Please join us as Dr. James Luo, China-admitted lawyer, Managing Partner of Beijing's Xiang Kun Law Firm and Chair of the China Sub-Committee of INTA's Anti-Counterfeiting Committee discusses the case. For RSVP or questions, please feel free to email janice.wingo@trade.gov. For more information on our webinars:

http://www.stopfakes.gov/events/china_webinar_series.asp

Smooth Sailing with "Remote Access" at SMM 2010

The Shipbuilding, Machinery and Marine Technology International Trade Fair -SMM 2010, is sold out, but it's not too late to benefit from the fantastic promotional and networking opportunities at this event. For a minimal fee of \$300, the SMM Remote Access program will enable the U.S. Commercial Service to tailor an export strategy to meet your specific business needs. Limited to six companies, this exclusive opportunity includes:

- A Marine Technology trade specialist from the U.S. Embassy to promote your company at SMM
- Introductions and meetings with up to 5 German companies
- Detailed reports, market intelligence, and feedback from each meeting
- Follow-up service

For a review of the wide scope of products represented at SMM 2010 go to: http://www.hamburg-messe.de/smm/smm_en/Listofproductcategories.php?Exhibitors

To participate contact: Karen.Taylor@trade.gov or call 206-553-5615, Ext. 234

Export Controls: Awareness and Application

Venue: Microsoft Conference Center, Redmond, WA

Date: September 8-9, 2010.

Cost: \$115 per person.

Do you need a firmer grasp of export controls and regulations to ensure your company is doing everything it can to comply with them? Raise your awareness of export controls and regulations and learn techniques to apply in your processes to help ensure you can avoid violations. Speakers will include representatives from the Directorate of Defense Trade Controls, Immigration and Customs Enforcement, the Bureau of Industry and Security, Dorsey Whitney, BAE, and Microsoft.

To register, click here: <http://www.buyusa.gov/seattle/exportcontrols.html>

Questions? Please contact Diane Mooney at diane.mooney@trade.gov, or via phone at 206.55.35615, ext. 236.

Save the date! Services Trade Data and Information Conference

Date: September 14, 2010

Join leading minds as they discuss services trade data and information, areas of improvement, and innovation in the collection and dissemination of data during the *Measuring and Enhancing Services Trade Data and Information Conference*. We have invited well-known policy leaders from the Bureau of Census, the Bureau of Economic Analysis, and private sector innovators in the services information arena to this Washington DC-based event. To view the draft Agenda of this important conference, get more information, or register, visit: [ITA Conference 2010](#) or call 703-925-9455 ext 0.

Annual Application for the International Buyer Program to Open in September

The U.S. and Foreign Commercial Service International Buyer Program (IBP) assists U.S. companies to increase their export sales by promoting select trade events worldwide through its global network of more than 70 U.S. Embassies and Consulates. Through the IBP, the Department of Commerce recognizes leading U.S. trade shows in industries with high export potential. The IBP recruits thousands of qualified foreign buyers, sales representatives, and business partners to select U.S. trade shows each year, giving trade show exhibitors excellent opportunities to expand business globally. Events are selected annually through a collegial selection process that results in a worldwide commitment by all USFCS to support events on the calendar.

The U.S. and Foreign Commercial Service will be accepting applications in September 2010 for the International Buyer Program (IBP) for 2012 trade shows. Applications and filing instructions will be available in September at <http://www.export.gov/IBP/> or you may contact IBP Director, Blanche Ziv at Blanche.Ziv@trade.gov to request an application package.

Sri Lankan Tourism Industry Presents Opportunities to You

Venue: Washington, DC (webinar)

Date: 09/22/2010 12:30 PM (Eastern Time - US)

This webinar will present opportunities in tourism infrastructure in Sri Lanka. Sri Lanka is expected to experience high levels of growth in the tourism field in the wake of the global economic downturn. Speakers on the webinar will include U.S. Government experts on the ground and private sector experts from the country able to share experiences and opportunities. Design and Construction Team Leader Terri Batch will provide information on how the U.S. Commercial Service can assist companies interested in the opportunities highlighted in the webinar. To register for this webinar, go to the following link: [Supplying the Sri Lankan Tourism Industry](#). For more information contact: Terri Batch at Terri.batch@trade.gov or Roza.pace@trade.gov.

Take Advantage of the Largest Market for US Exports in the Middle East – From Your Desktop!

Venue: Your computer (webinar)

Date: September 21, 2010; 11:00 AM-12 NOON EST

U.S. Commercial Counselor Laurie Farris in Abu Dhabi and Mr. Saud Al Nowais, UAE Embassy Commercial Counselor and Director of the UAE Trade & Commercial Office in Washington DC, will provide an overview of the business climate in the UAE including opportunities, leading sectors, and market entry strategies for U.S. companies. They will also address the Dubai financial crisis and its impact on U.S. exporters. To register click on the following link [UAE Webinar](#). If you have any questions, please contact Larry Tabash at 512-936-0039 or email Larry.Tabash@trade.gov.

Discover How to Develop Your Business While You Help Develop Africa

Event: African Development Bank – How to Identify, Track and Pursue AFDB Funded Projects

Venue: Your computer (webinar)

Date: 10/27/2010 12:00 PM (Eastern Time – US)

This webinar will unlock the mystery on how to access procurement opportunities offered by the African Development Bank (ADB). ADB is an international development finance institution whose mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Specifically, the session will highlight How to Identify, Track and Pursue AFDB Funded Projects. It's a must for US companies interested in ADB opportunities. To register for this webinar, go to the following link: [African Development Bank Webinar](#). For more information contact: Larry Tabash at Larry.Tabash@trade.gov or Roza Pace at Roza.Pace@trade.gov. (or Tanya Cole?)

Help America Energize the Vietnamese Civil Nuclear Market

While Vietnam does not operate any nuclear reactors, the government is interested in building up to 14 reactors by 2030. An MOU on the peaceful use of nuclear energy was signed by Vietnam and the United States in March 2010, an initial step towards potential bilateral civil nuclear trade. Through the U.S. Industry Program at the IAEA General Conference in Vienna, Austria, Sept. 19-24, U.S. companies will have an unparalleled opportunity to demonstrate U.S. technology leadership to energy policy decision-makers from Vietnam and around the world. Visit <http://www.buyusa.gov/austria/en/iaea.html> for more information and to register!

Hot Market Watch: Selling to Brazil, China & India

5th Annual International Trade Conference

When: Tuesday, October 19, 2010 from 7:00am-5:00pm

Location: Duke Energy Center, Cincinnati, OH 45202

More information: <http://www.buyusa.gov/cincinnati/conference.html>

This conference will provide market updates, tools, & resources for companies interested in selling to or expanding further into Brazil, China & India. Presenters will include U.S. Department of Commerce experts as well as international companies and organizations sharing their expertise and resources for these markets. Selected topics for each country will include: market overviews; customs & logistics; financial considerations; legal considerations; taxation/ accounting; regulations; business customs; and company experiences.

INTERNATIONAL TRADE ADMINISTRATION *At a Glance...*

What's new in ITA

View the International Trade Administration's current news releases:

http://www.trade.gov/press/press_releases.asp

Need International Business?

Help Build the Highways of the Future in Bosnia and Herzegovina

The European Bank of Reconstruction and Development has issued an "invitation for prequalification" for four tenders for the construction of the southern section of the Corridor Vc motorway in Bosnia and Herzegovina. The tenders cover a 21.255 km subsection between Počitelj and Bijača and are broken out as follows:

Subsection Kravice-Bijača, length of 4.06 km

Subsection Zvirovići-Kravice, length 5.00 km

Subsection Počitelj-Zvirovići, length 9.98 km

Bridge Počitelj, length 1016 m

The full text of the procurement notice can be accessed at:

<http://www.ebrd.com/pages/workingwithus/procurement/notices/project/100720a.shtml>

Contact Commercial Specialist Edhem Brankovic via e-mail at BrankovicE@state.gov or telephone at +387-33-445-700 x 2134 for additional information on this and other opportunities in Bosnia and Herzegovina.

Special Deal for 1st Time U.S. Exhibitors at MACEF – Europe's #1 Home Show

Event: U.S. Home Style Area at MACEF

Venue: Milan, Italy

Dates: September 9-12, 2010

Learn more/register: <http://www.buyusa.gov/italy/en/maceffall2010.html> or contact: Valentina Massari (Tel. +39 02 626 88507; Valentina.Massari@trade.gov)

September 9-12, 2010, Milan Italy will host the MACEF exhibition, recognized leader among trade fairs devoted to home furnishings & décor, table and kitchenware, giftware and stationery, jewelry and accessories with over 1,800 exhibitors and over 85,000 international visitors. Working with the show organizer, the U.S. Commercial Service Italy offers an exclusive opportunity for US companies to participate in this prestigious event and showcase their products. This US-only special offer includes a 3x3 square meter turnkey booth starting from **ONLY \$650** for first time participants at the U.S. Home Style Pavilion! Second time U.S. participants pay just 50% of the regular rate. Third time U.S. participants pay just 30% of the regular rate.

Flourishing Tourism in Israel Means Flourishing Opportunities for U.S. Companies

According to the Israel Ministry of Tourism (MoT), inbound tourism set a new record high in the first half of 2010, with 1.6 million visits. During this period, the number of incoming tourists grew by 39% over the same period in 2009 and by 10% over the first half of 2008, Israel's previous record year. The MoT estimates that incoming travel generated \$1.5 billion in the first half of 2010 (excluding airfare) and that every additional 100,000 visitors produce 4,000 new jobs and generate more than \$110 million in income. The market continues to flourish, offering a wide range of opportunities to U.S. companies, including in the hotel management and reservation business, car rentals, tour bus services and management. For more information please contact the Commercial Service in Israel at: yael.torres@trade.gov

The Sky Is the Limit in the African Aerospace Sector

Event: Defense Industry Facilitation Program at AAD

Venue: Cape Town, South Africa

Date: September 20-23, 2010

Learn more/register: <https://www.buyusa.gov/eme/southafrica.html>

The United Department of Commerce, U.S. Commercial Service South Africa, together with the Aerospace and Defense Technology Team, are organizing the Defense Industry Facilitation Program at AAD – Africa Aerospace and Defense, from September 20 – 23, 2010. This program will consist of: Invitation to Bilateral Defense Industry Cooperation Symposium; pre-scheduled one-on-one meetings with pre-screened firms; invitation to the U.S. Exhibitors reception; facilitation of transport requirements to and from the air show; VIP pass admission ticket to Air Show; meeting area for program participants at the U.S. Pavilion; pre-show briefing; onsite assistance by U.S. Department of Commerce staff. The cost of the DIF Program is \$2,900 per company. Expenses for travel-airfare, lodging, meals and incidentals will be the responsibility of each mission participant. For more information, contact: Diane.Mooney@trade.gov.

Trade Missions Latest from the Grapevine

First-rate Opportunities Abound in the U.S. #2 Market

Event: The Americas Business Trade Mission to Mexico

Date: October 25-28, 2010

Venue: Mexico City and Monterrey (optional second stop), Mexico

Apply By: September 3, 2010

Learn more/register: <http://www.buyusa.gov/pacificsouth/mexicotm.html>

The U.S. Commercial Service will recruit and organize a multiple industry trade mission to Mexico City with an optional second stop in Monterrey, October 25-28, 2010. This mission will be led by a senior Department of Commerce official.

Mexico is the second largest market in the world for U.S. exports. Given the magnitude of trade between the United States and Mexico, there are abundant opportunities for U.S. firms in Mexico. For more information, contact Delia Valdivia at 310.235.7203, delia.valdivia@trade.gov or Julie Anne Hennessy at 310.235.7206, julianne.hennessy@trade.gov.

Discover Opportunities in the Country of Georgia

Event: U.S.-Georgia Business Summit and DOC-certified Trade Mission

When: September 8-9, 2010

Location: Tbilisi, Georgia

More information: <http://www.export.gov/georgiasummit/>

This Department of Commerce-sponsored conference will promote new trade and investment relationships between U.S. and Georgian companies. In conjunction with the Summit, a trade mission of U.S. companies is being organized by the American Chamber of Commerce in Georgia (www.amcham.ge). For more information on the trade mission, please contact Nicole Jordania at email: n.jordania@amcham.ge.

Take Your Goods from 'Country Roads' to the Outback

Event: West Virginia Trade Mission to Australia

Dates: September 13-17, 2010

Cities: Sydney and others

Learn More/Register: Debra Martin (Tel: 304-957-2042 or Email: debra.k.martin@wv.gov)

The West Virginia Development Office is working closely with the U.S. Commercial Service to organize a Trade Mission to Australia, September 13-17, 2010. This trade mission will assist West Virginia small and medium-sized businesses in gaining access to the Australian market by providing the opportunity to meet one-on-one with prescreened, qualified agents and distributors with professional connections to the Australian business community.

ExporTech: Ireland – A Doorway to Europe

Business Development Conference in Galway and Trade Mission to Ireland / CS Europe Posts

Date: October 17-22, 2010

Expotech is an intensive, hands-on program to provide the latest insights about select European markets. A combination of expert speakers, small group discussions and real world company research on successful exporters – this program will enable firms to define key competitive advantages and develop market strategy for "Innovation Ireland" and other key European markets. For those interested in one-on-one meetings a select market, clients may travel to pre-screened customized business appointments in your specific industry sector with prospective customers, agents and joint venture partners. Please contact: or Bill.Burwell@trade.gov or Stephen.Anderson@trade.gov and visit: <http://www.buyusa.gov/baltimore/eteireland.html>

The Jewel of India: Beauty and Cosmetics Trade Mission

Event: Beauty and Cosmetics Trade Mission to India

Venues: New Delhi, Mumbai, and Bangalore

Dates: November 15-19, 2010

Apply by: October 1, 2010

Learn more/register: Contact Tony Michalski at tel: 909-466-4137 or via email: tony.michalski@trade.gov or visit: <http://www.buyusa.gov/india/en/tm.html>

Led by a senior Department of Commerce official, the mission will assist U.S. beauty and cosmetics companies to identify prospective representatives, distributors, partners, and end-users in the vibrant Indian market. The cosmetics/beauty industry is one of the booming retail sectors in India with very strong potential for new-to-market (NTM) U.S. companies. U.S. products are perceived to be very high quality in India and are in high demand. By traveling to New Delhi, Mumbai, and Bangalore for customized meeting schedules, mission participants will have a first-hand opportunity to assess market potential in India and to meet key distributors and decision makers.

Discover Two of the Middle East's Most Energetic Cities

Event: Energy and Infrastructure Trade Mission to Saudi Arabia

Venues: Riyadh and Dhahran

Dates: December 6-8, 2010

Apply by: September 15, 2010

Learn more/register: call: Sean Timmins at 202-482-1841 or email Sean.Timmins@trade.gov

Led by a senior Department of Commerce official, the mission to Saudi Arabia will introduce U.S. energy and infrastructure industry suppliers and service providers to end-users and prospective partners. Participating in an official U.S. industry delegation, rather than traveling to Saudi Arabia independently, will enhance the companies' ability to secure meetings in Saudi Arabia, especially in light of discussions on this topic between the Government of Saudi Arabia and the U.S. Ambassador to Saudi Arabia. The mission will include appointments, briefings and receptions in Riyadh and Dhahran, Saudi Arabia's primary energy and infrastructure industry hubs. Trade mission participants will have the opportunity to interact with Commercial Service (CS) specialists covering the energy and infrastructure industries to discuss industry developments, opportunities, and sales strategies.

Cow Power = Cash Cow? Biogas Fact Finding and Trade Mission to BioEnergy Decentral

For the first time ever, a special U.S. Trade Visitor & Exhibitor Program at the BioEnergy Decentral Trade fair in Hanover, Germany, is being organized by the U.S. Commercial Service Germany and DLG (German Agricultural Society). Match make and network with industry partners and experts, visit a 100% bioenergy powered farm, find out about trends and opportunities in this growing renewables segment, and attend the leading biogas trade fair (400+ exhibitors) and conference! Dates: November 16-19, 2010; price: \$360. [Program & registration info](#)

In Case You Missed It

China is Constructing Green Building Initiative

China's construction standards are undergoing a vast makeover, providing ample scaffolding for U.S. companies to get in on the ground floor of what one day may be a massive green construction boom. Listen to a podcast featuring a panel of Chinese experts. <http://www.export.gov/china/marketinsight/ChinaGreenBuilding.asp>

Air Cargo Alert: 100% Screening Requirement Beginning August 1

Effective August 1, 2010, all domestic and export cargoes shipped on passenger flights originating in the United States must be screened at the piece level - the individual item within a shipment - before it can be loaded on the aircraft. TSA has created the voluntary [Certified Cargo Screening Program](#) (CCSP) which allows air supply chains to screen their own cargoes to avoid shipping delays. For more information on this requirement and CCSP, please see [TSA's CCSP](#) page, or call the Trade Information Center at 1-800-USA-TRAD(E) or ITA/Services at 202-482-5086.

For information about the Commercial Service's Strategic Partnership Program <http://www.export.gov/cspartners/>

To unsubscribe, please reply to this e-mail and place "DELETE" in the subject line.